

FIG. 1

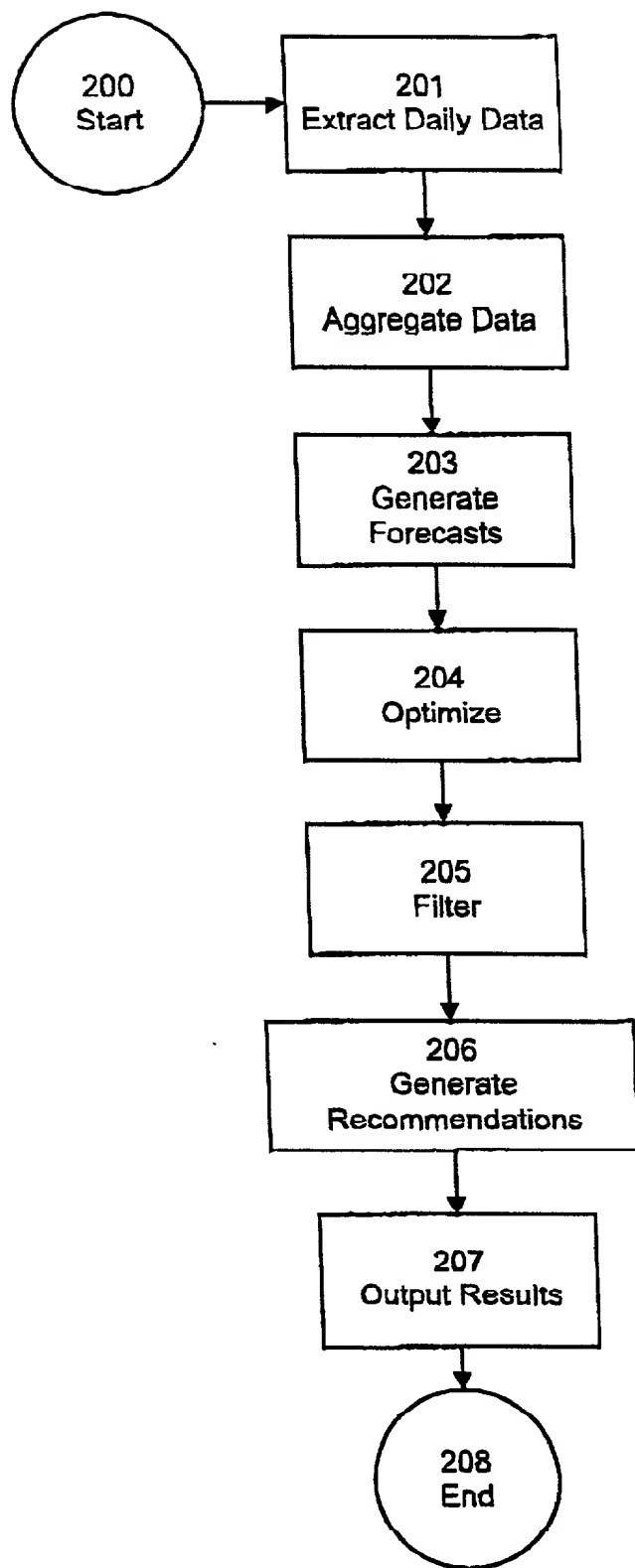


FIG. 2A

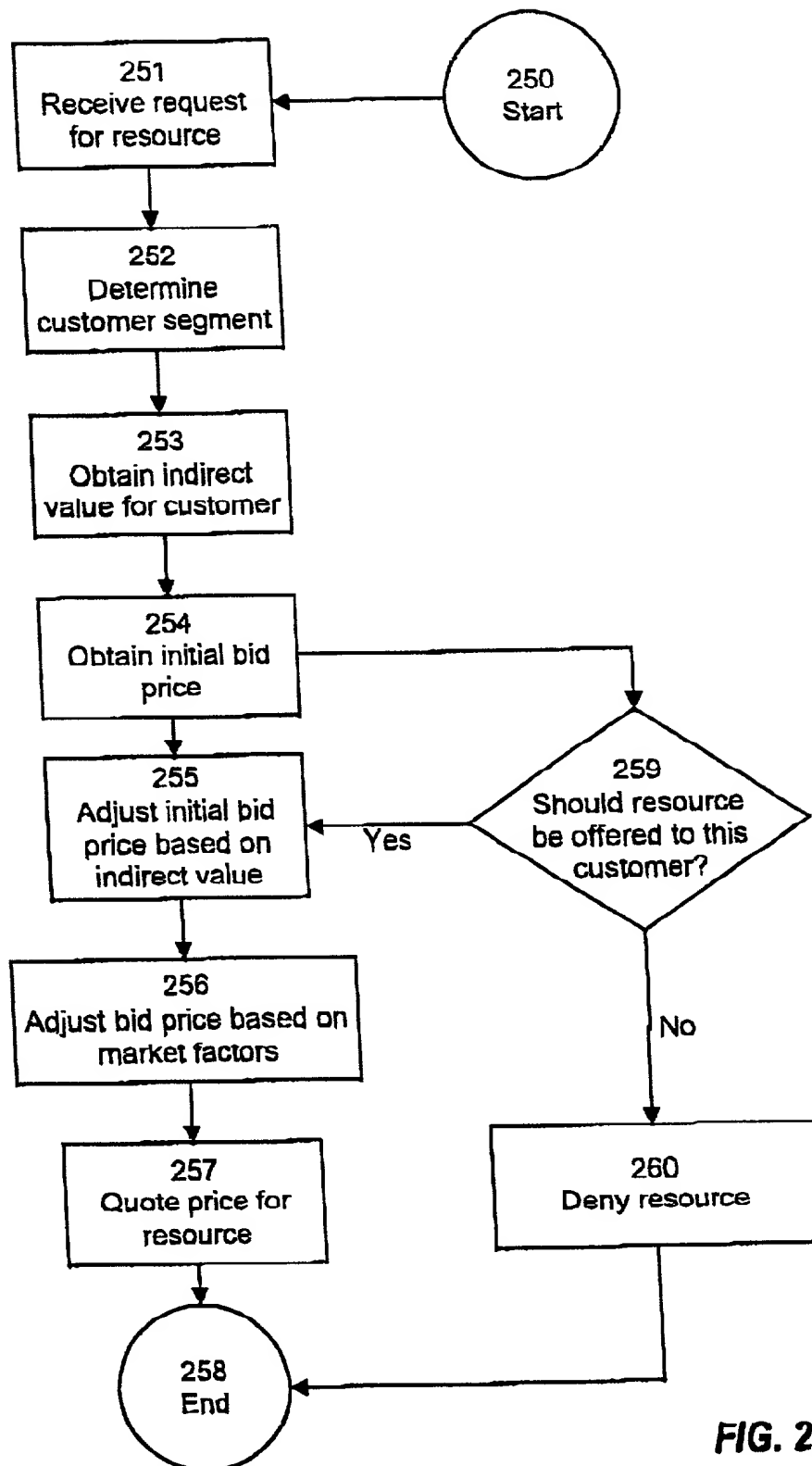


FIG. 2B

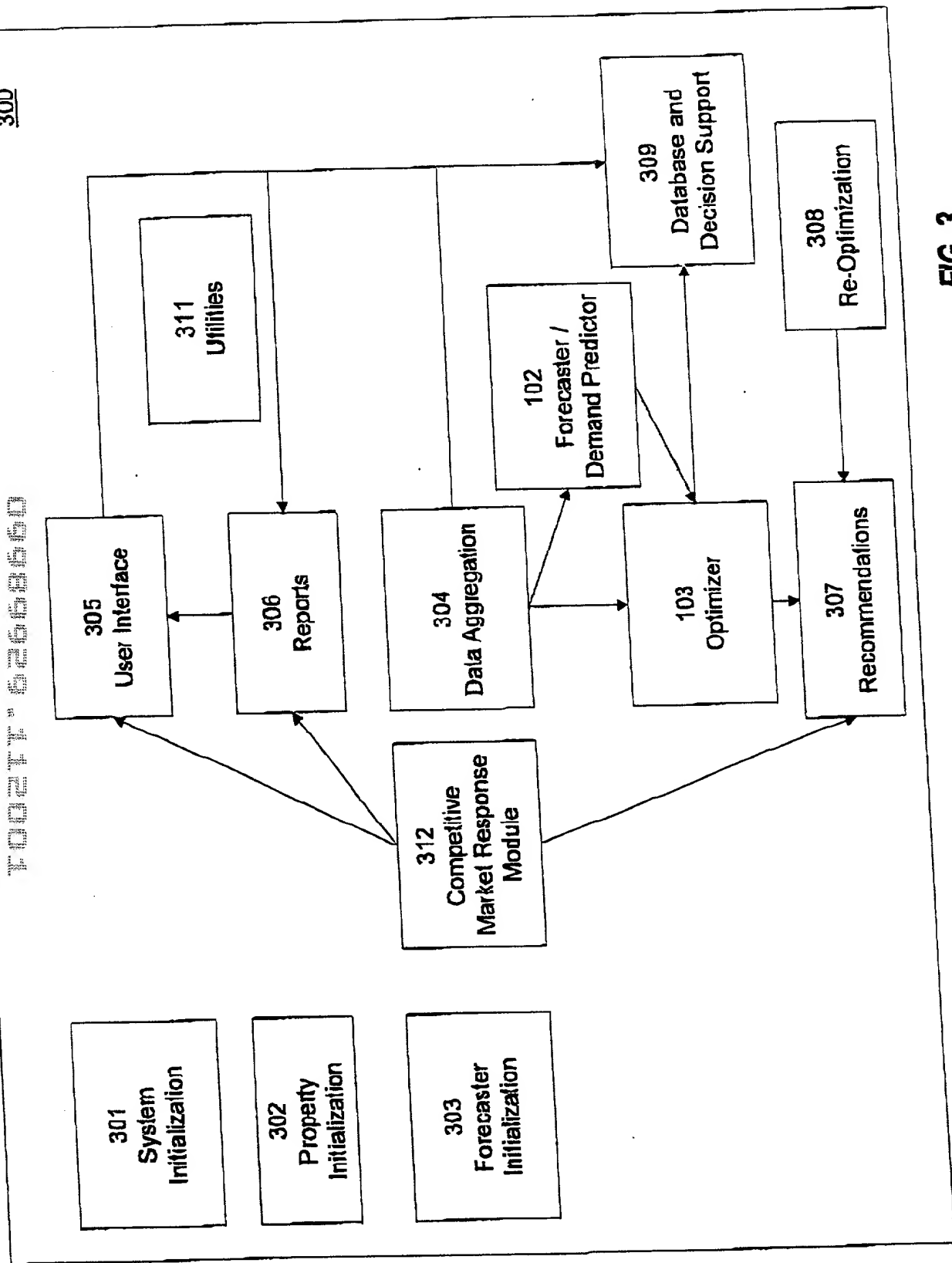


FIG. 3

Adjust Bid Price

Unadjusted Forecast Demand: 2101

User Adjusted Demand: 2102

Adjusted Forecast Demand: 2103

☐ Remove Previous Adjustments 2104

Created by: rdesprez on 10/13/1999 08:15:00

Current BidPrice: 2105

Recommended BidPrice: 2106

CI Adjusted BidPrice: 2107

User Adjusted BidPrice: 2108

Comp & Casino Rate Override: ▾ 2109

☐ Remove Price Override 2110

2111 2112

2100

FIGURE 5

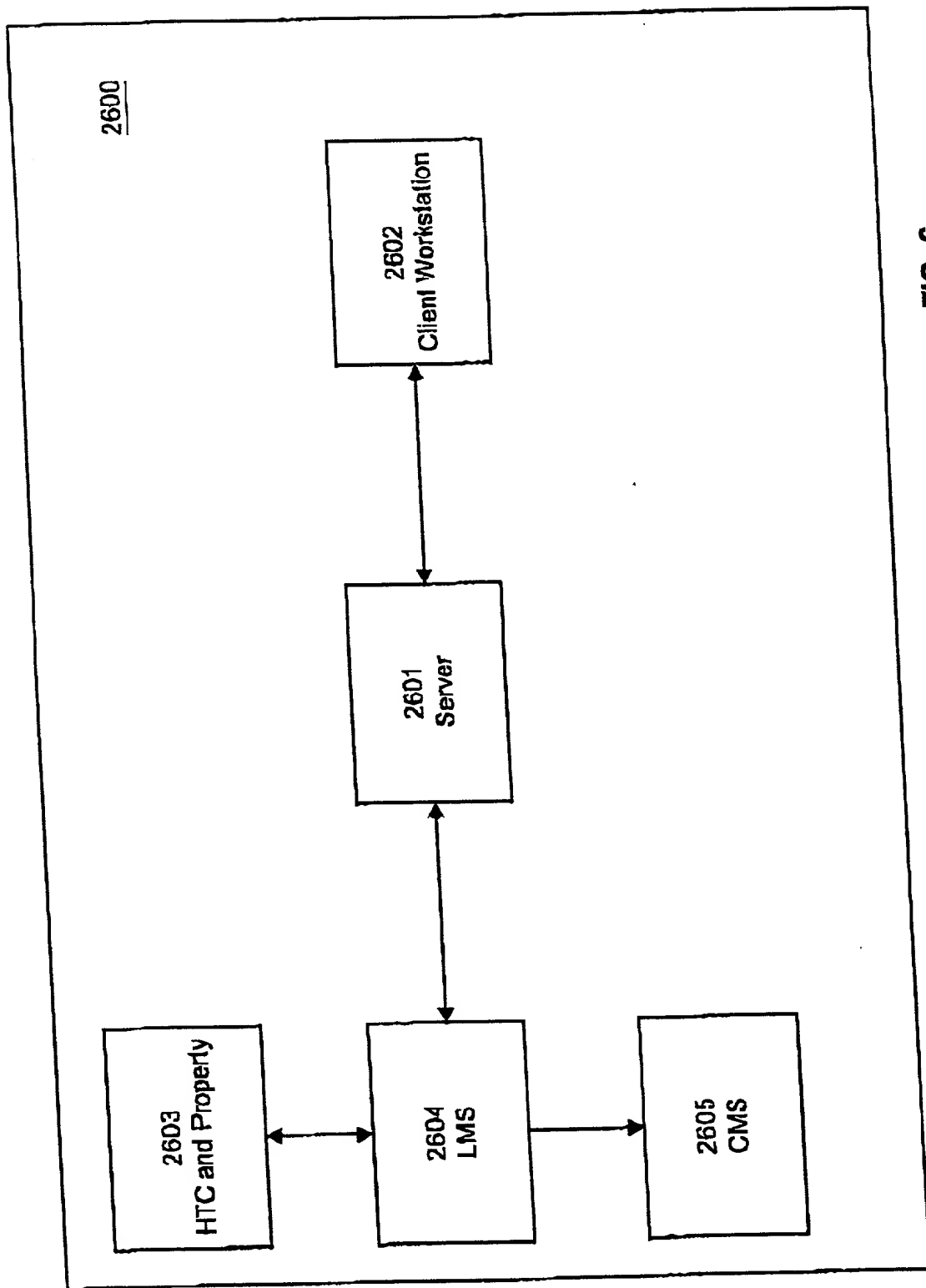


FIG. 6

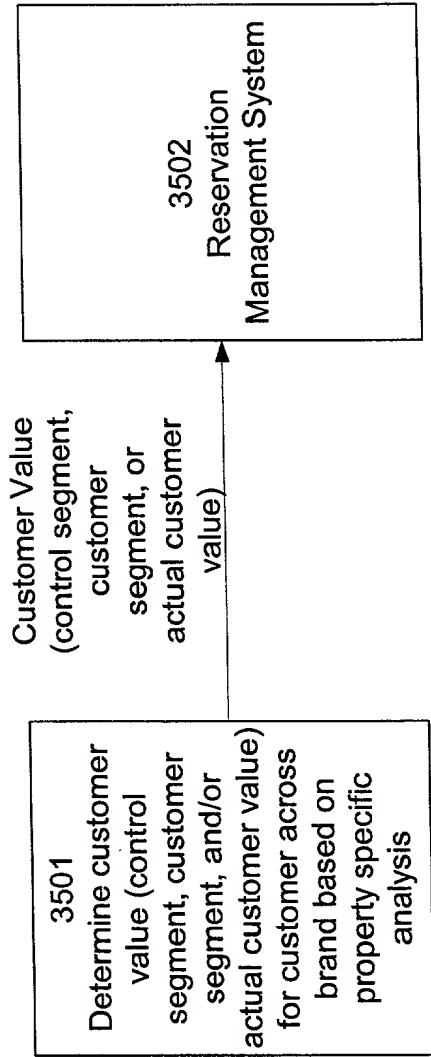


Fig. 7(a)

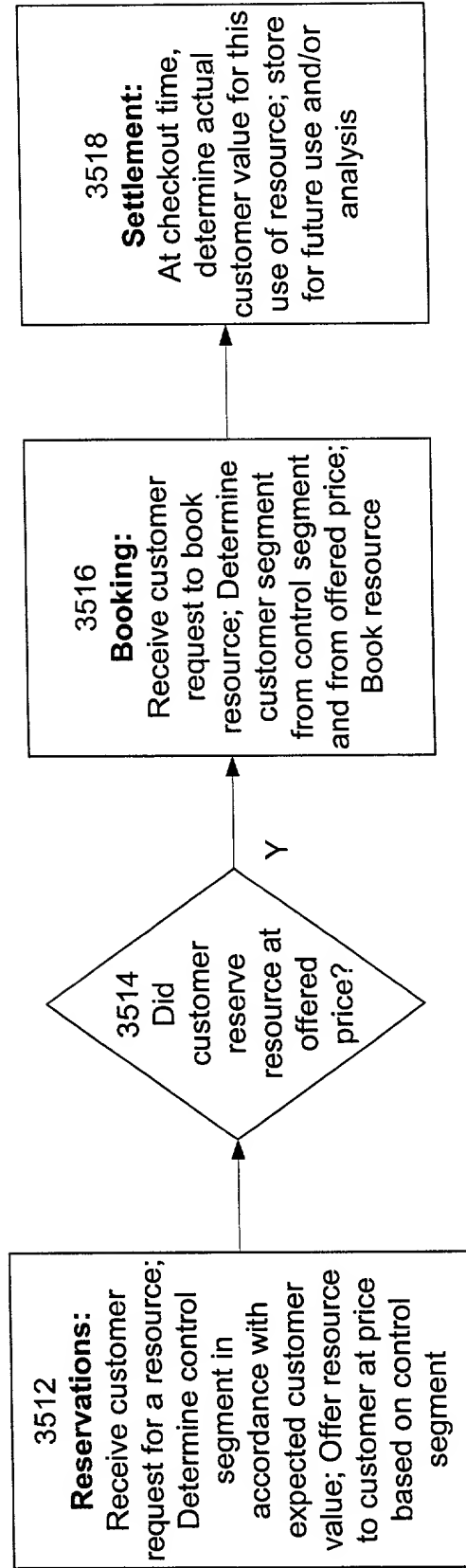


Fig. 7(b)

3532~

Fig. 8
Property-
Specific Flags
and Values

Prop ID	Hotel_Only Flag Value	Min Hotel Trips Req	Property's Default TW	Unknown customer Multiplier	Default ADR

3534~

Fig. 9
Default Values
in this Source
Code

Prop ID	Customer's Source code	Source Code's Default TW

3536~

Fig. 10
Daily Profit
Determination

Prop ID	Min Daily Theoretical	Max Daily Theoretical	Game Type	Factor

3538

Prop ID	Min Adjusted Daily Revenue	Max Adjusted Daily Revenue	Num Nights Reserved	Factor

Fig. 11
Nightly Profit Determination

3539

Prop ID	Control Segment	Customer segment	Known Flag	Min Nightly Profit	Max Nightly Profit	Incented Flag	Min Actual Room Cost	Max Actual Room Cost	Rate Descriptor

Fig. 12
Control Segments and customer segments

3540

3542

3544

3546

3547

3548

3549

Receive request for
reserving resource at
specific property for
specific customer(s)

Determine Theoretical
Win (TW) for
customer(s) at this
property across brand

Set/Clear Incented
Flag for customer(s)

Determine Total Daily
Profits for customer(s)
at this property across
brand

Determine Expected
Nightly Profits for
customer(s) at this
property across brand

Determine Control
Segment for
customer(s)

Fig. 13(a)
Determine
Expected
Customer Value
and Control for
Segment for
Reservations
Operation

3550

3552

3554

Receive request for
booking resource at
specific property for
specific customer(s) at
specific cost

Based on results of
reservation operation,
determine customer
segment for
customer(s)

Fig. 13(b)
Determine
Expected
Customer Value
for Booking
Operation

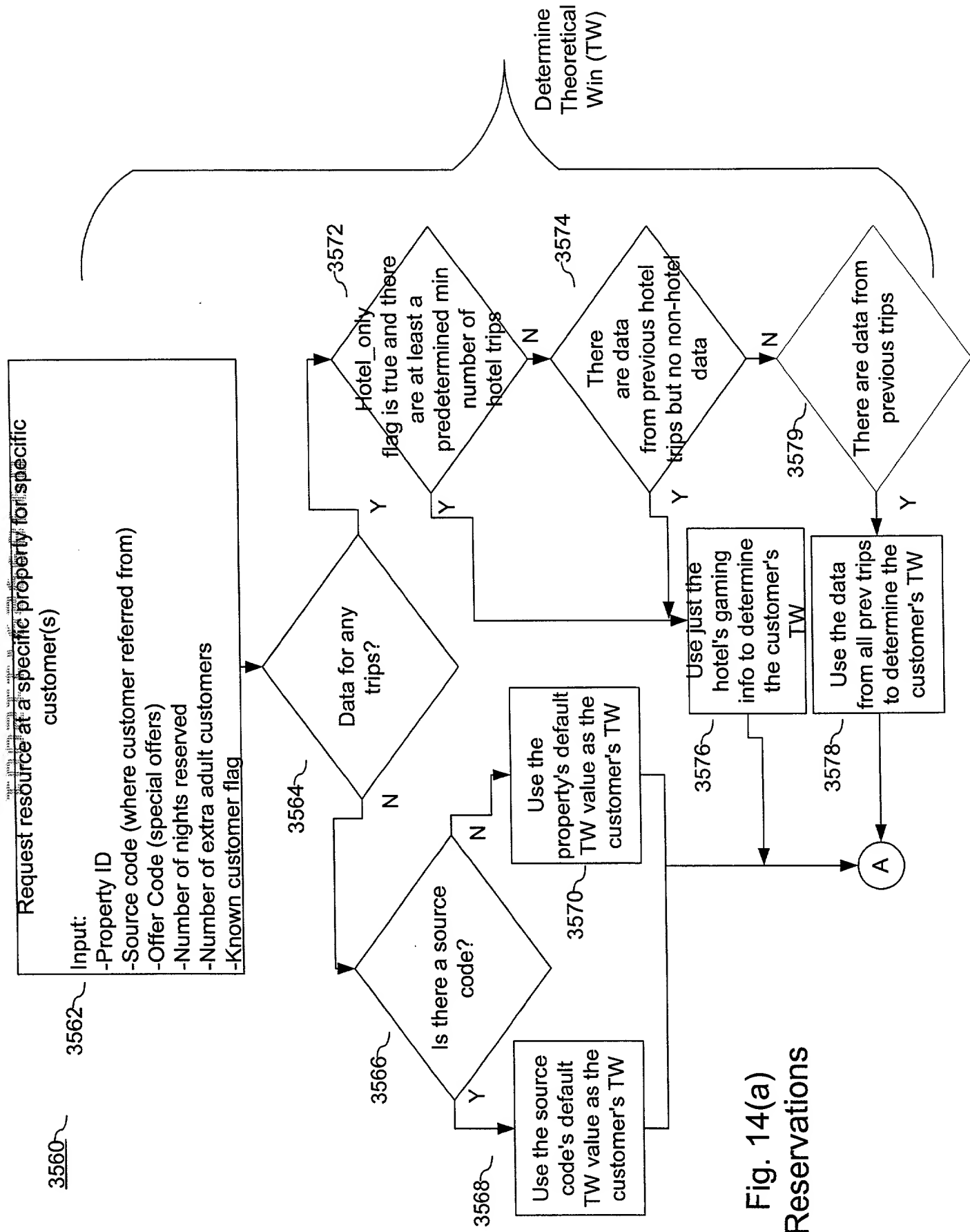


Fig. 14(a)
Reservations

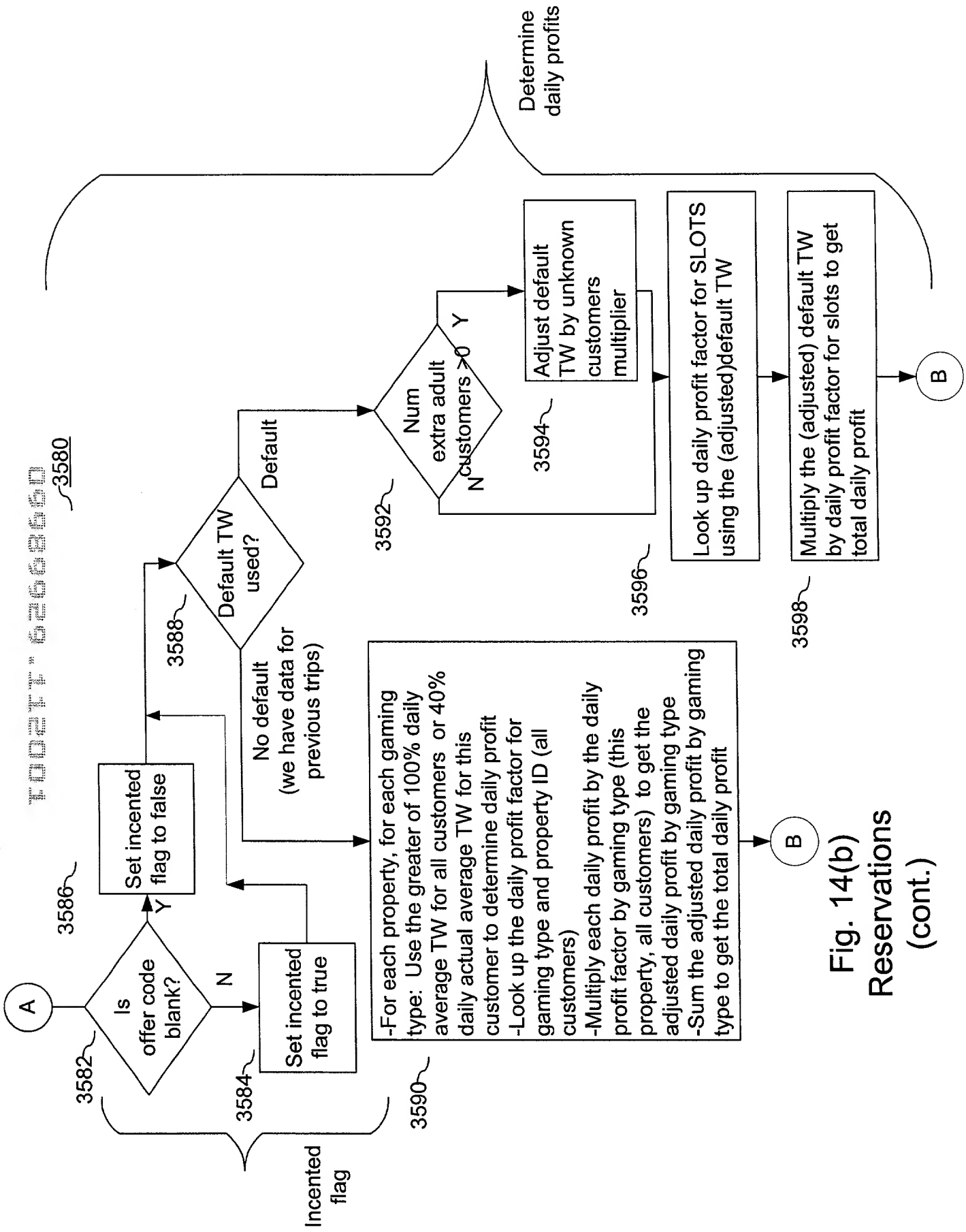


Fig. 14(b)
Reservations
(cont.)

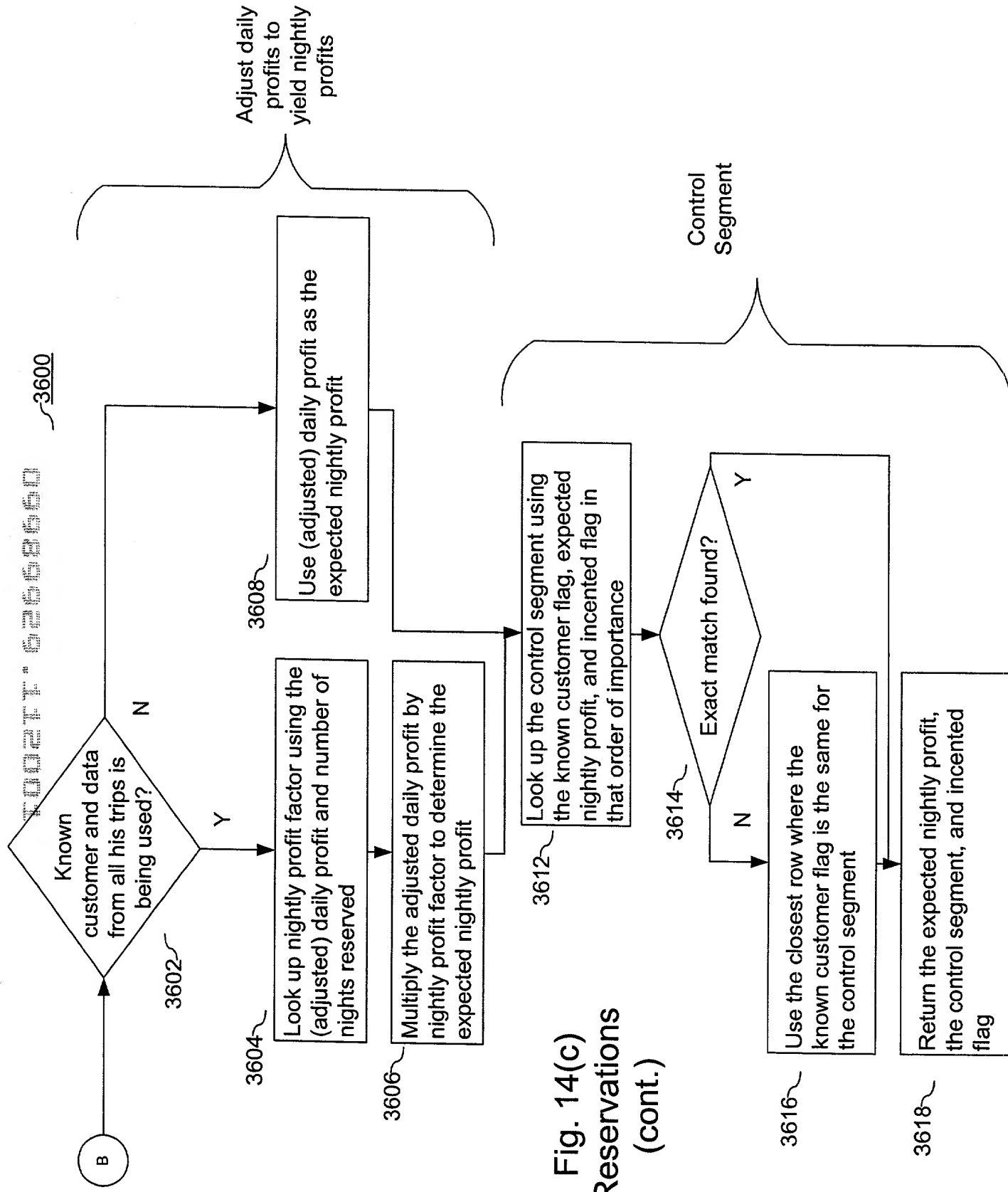


Fig. 14(c)
Reservations
(cont.)

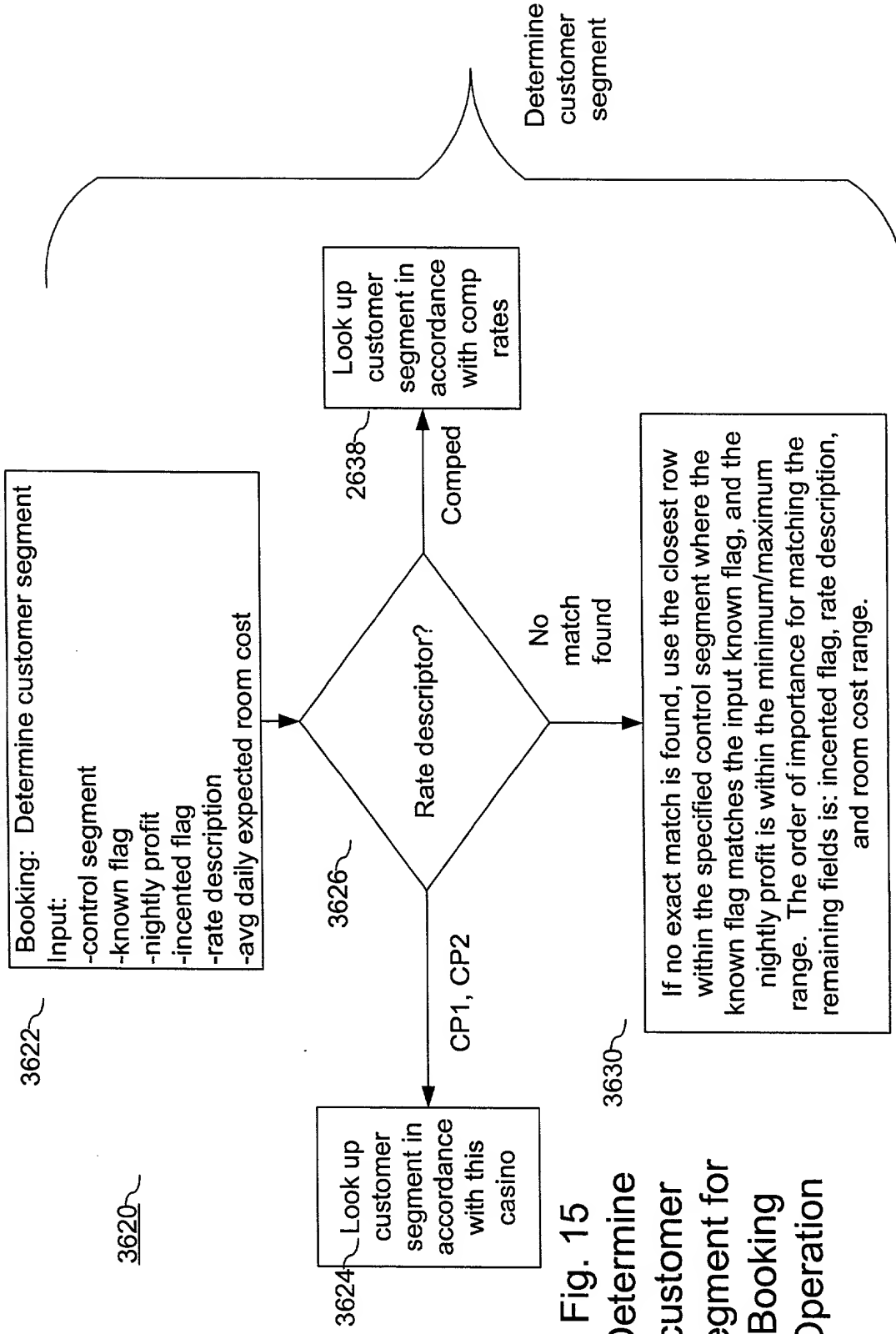


Fig. 15
Determine
customer
segment for
Booking
Operation

Customer's name: HARVEYS TAHDE
 Rating Availability by Date and Accomodation

Rate Plan	Wing	Type	Tue	Wed	Total
AR 12/25/01 CP 12/27/01 A/C	2				
Select Cursor Line w/F10 or "X"	Individual days				
Rate Wing Type Tue Wed Total					
8x3BEST TT LK -	89.00	89.00			178.00
9x3PREV TT LK -	99.00	99.00			198.00

Customers are then able to get the best rate available based on their Control Segment. The guest above is in Control Segment 8. Once booked, the reservation is scored behind the scenes with a Customer Segment based on Control Segment, Incented Flag, and Average Daily Rate.

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